



# The Future for Cultural Tourism in a COVID-19 Context

Greg Richards



# Structure

- The effect of Covid-19 on cultural tourism
- Covid-19 response in cultural tourism
- Time to re-think?
- The cultural tourism market
- Culture and placemaking
- Opportunities and challenges

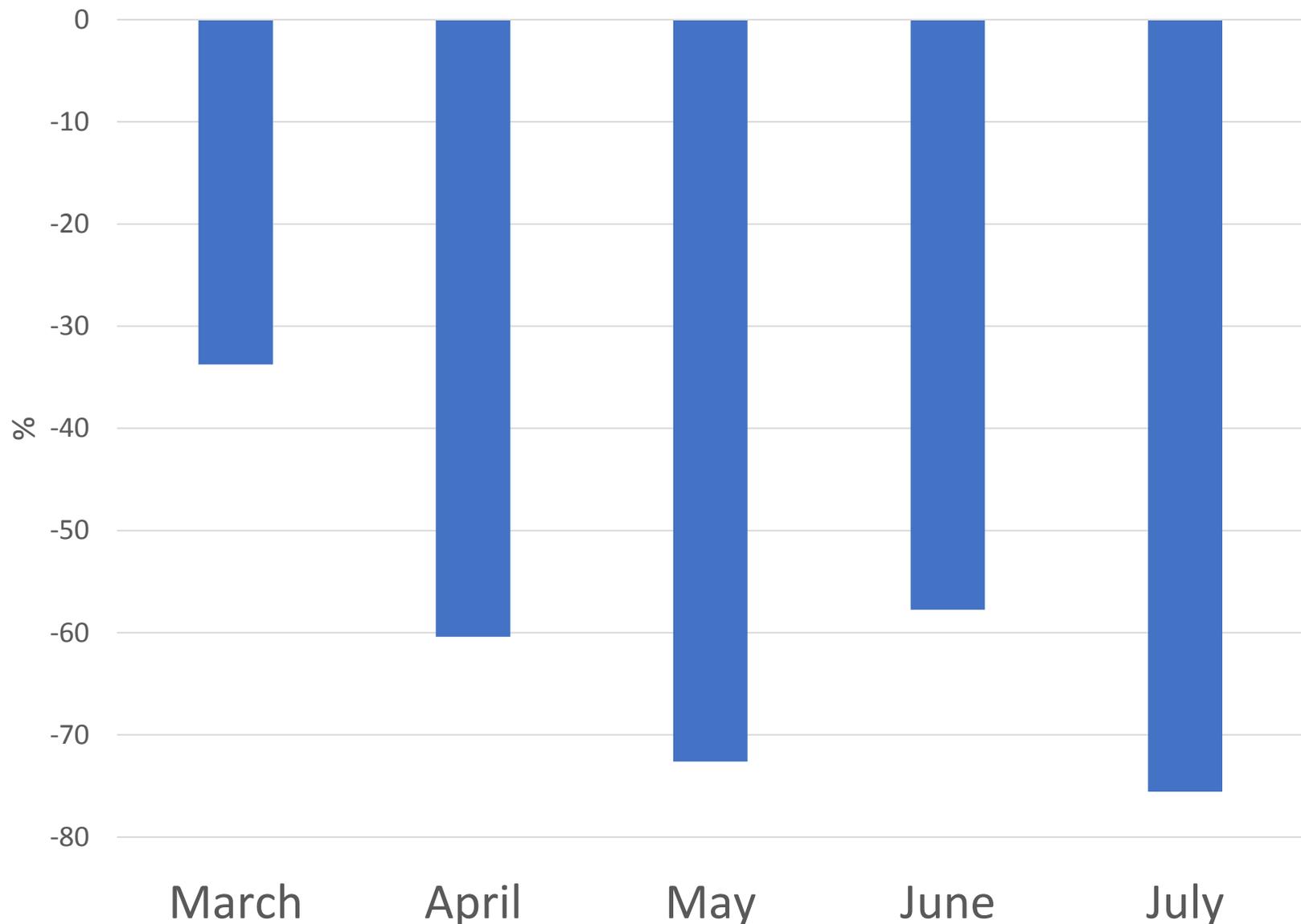




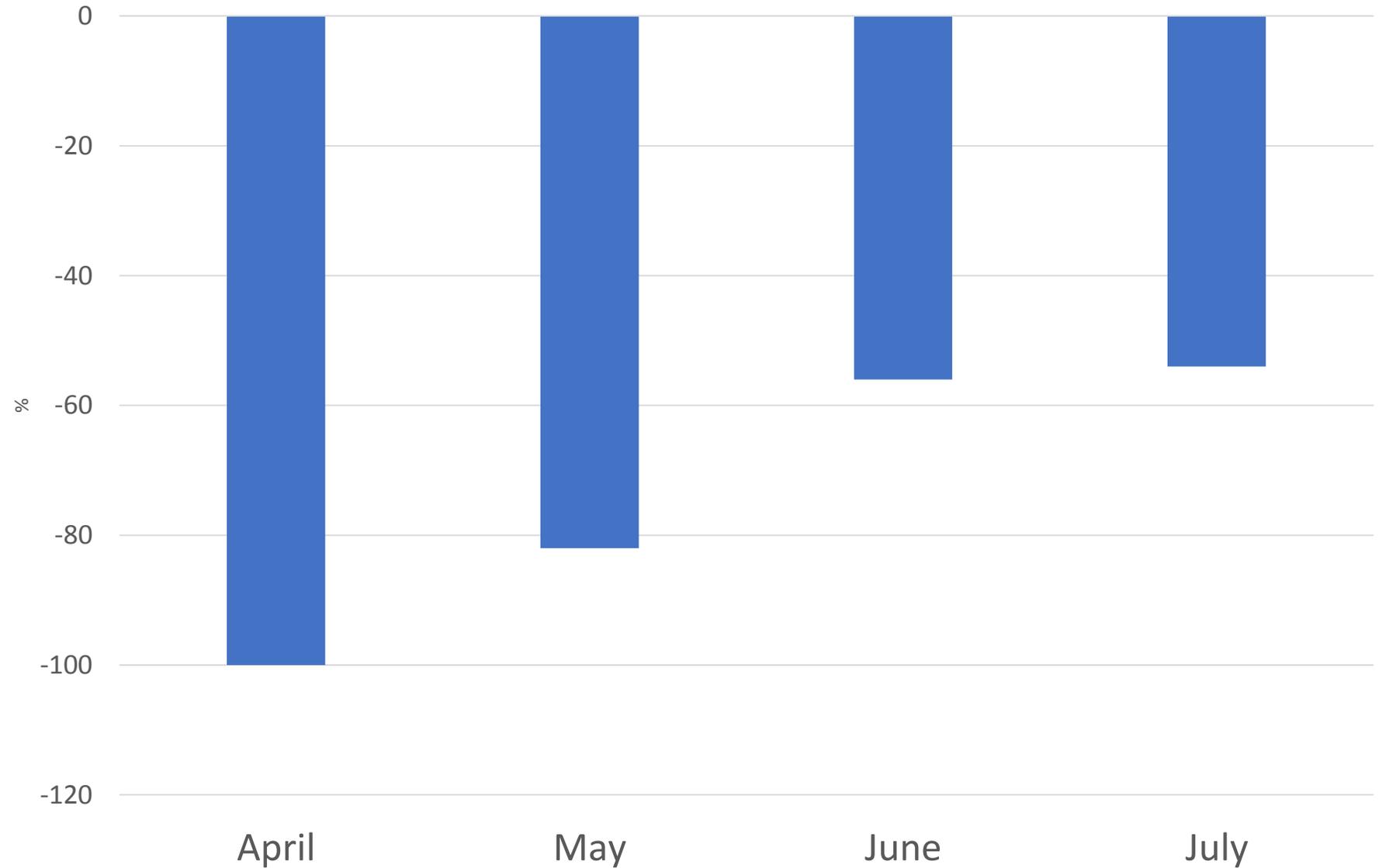
# Cultural tourism and Covid-19

Attractions,  
activities and  
tours

Expected change in demand for 2020



## Q2 results Latin America and Caribbean



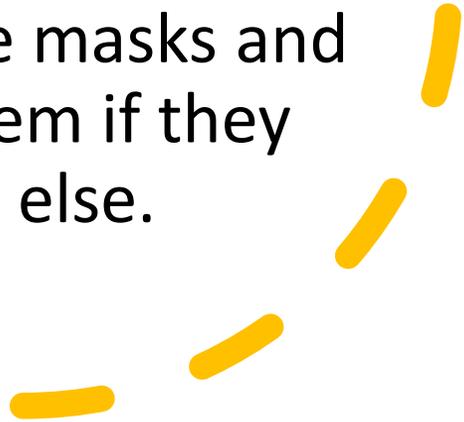
## Effects on capacity and revenue

For 2020 tourism firms globally estimate that social distancing measures will:

Reduce capacity by 52%

Reduce revenue by 66%

The Leaning Tower of Pisa, a World Heritage site which usually attracts 5 million visitors a year, is only permitting 15 people in at a time. Visitors are requested to wear face masks and an electronic device that warns them if they are less than a metre from anyone else.



# Double trouble for cultural tourism?

10 JUNE 2020 | ISSUE 9



## CULTURE & COVID-19

### Impact & Response Tracker

#### **THIS REGULAR UPDATE**

is produced by UNESCO as a snapshot on the impact of the COVID-19 crisis on the culture sector worldwide and on the responses initiated at the national, local and regional level. This tracker is not intended to be an exhaustive presentation of measures but instead draws on a variety of sources to provide a broad overview of the evolving situation worldwide.

#### **IMPACT**

The COVID-19 pandemic continues to evolve at a different pace in different parts of the world, with some countries combatting the first wave of infections whilst

# Pent up demand?

“Culture has proven indispensable during this period, and the demand for virtual access to museums, heritage sites, theatres and performances has reached unprecedented levels.” (UNWTO)

Australia Council of the Arts showed that overwhelmingly, audiences plan to return to art and culture events in future. 85% of the respondents indicating that they are planning to attend just as they did in the past, or even more often (7%). Two thirds said they will attend arts venues when they deem the risk of transmissions to be minimal,

“For many young people, like me, it is essential, when choosing a holiday destination, that the place offers events, initiatives and activities to ensure continuous movement and dynamism throughout the stay. ....even when they are on holiday, young people feel the need to do, see and try things as if they were never satisfied. They need to be constantly stimulated by new experiences and new encounters.” (Italian student)

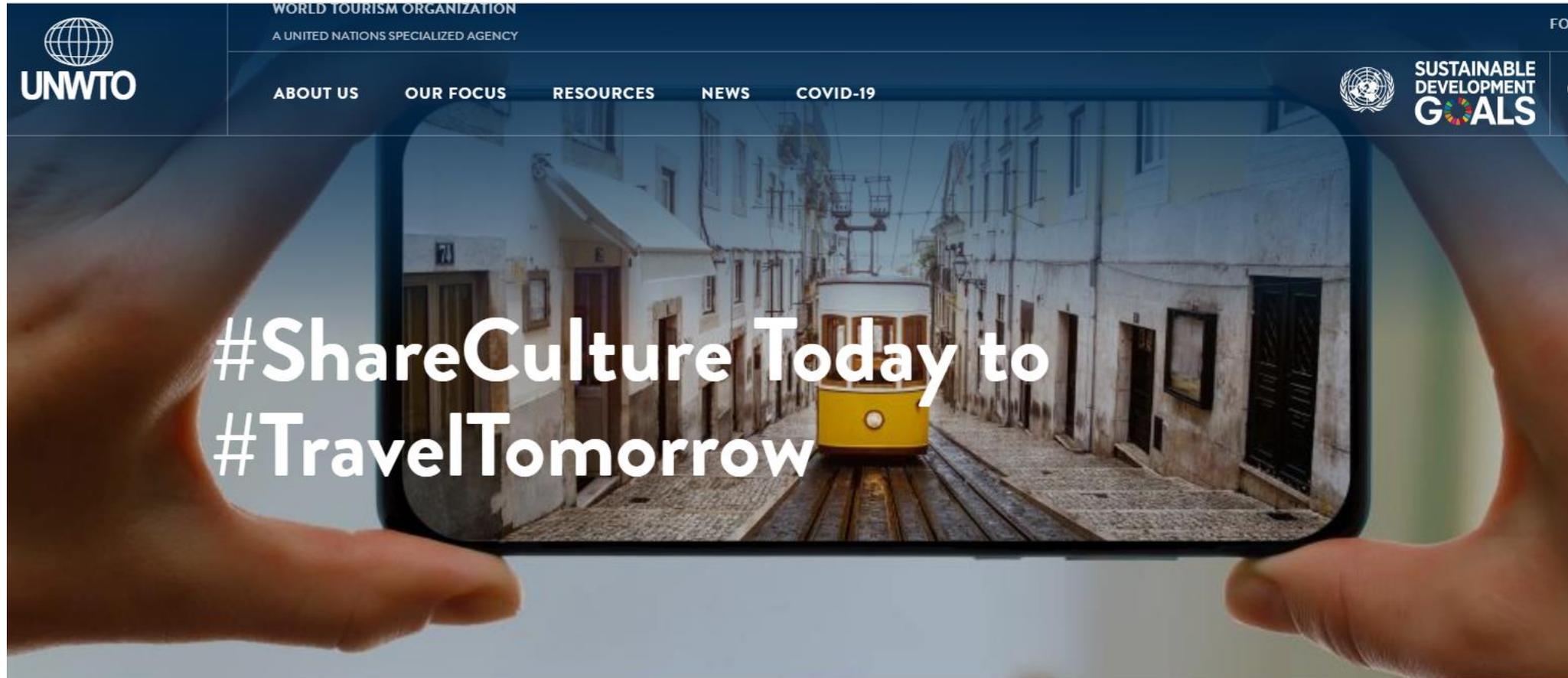


# Covid-19 response in cultural tourism

# UNWTO – recovery in cultural tourism

- Shift from quantity towards quality
- Diversify cultural tourism products
- Boost community's participation & domestic tourism
- Customize cultural offer for international visitors
- Enable cultural tourism entrepreneurship and innovation
- Make cultural tourism accessible to all

# Going digital



# Safe flight, spotless hotel and masks everywhere: Canaries reopen to tourism

**With their low infection rate, the islands are being used as a laboratory for safe tourism. Joining a trial flight with the UN's World Tourism Organization, we find Fuerteventura organised, welcoming and very clean**

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*Matthew Hirtes*

Thu 16 Jul 2020 12.55  
BST



New  
marketing  
focus:  
Domestic  
and local  
tourism

## Canada:

There is the potential for significant pent - up demand for leisure travel . Short - haul travel will likely be the prominent driver of a rebound due to consumers' wariness of booking long - haul trips

## EU:

Social media campaign – 'Europe's culture – close to you: This Summer I visit Europe' – focus on sustainable, local, cultural tourism. Aims to raise awareness of rich cultural diversity and cultural sites in the EU

# Destination Canada | Phased approach to recovery

April 10, 2020

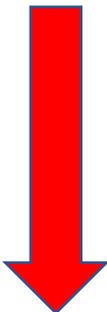


## What are DMOs doing?

“Travellers today want more than an experience - they want to be transformed; they want to be moved,”

Recover by connecting with Canadians, the land and local culture. This adds to placemaking, connection, lasting value. Culture is central to this aspiration, and creativity is the means to make it happen.

Rethink





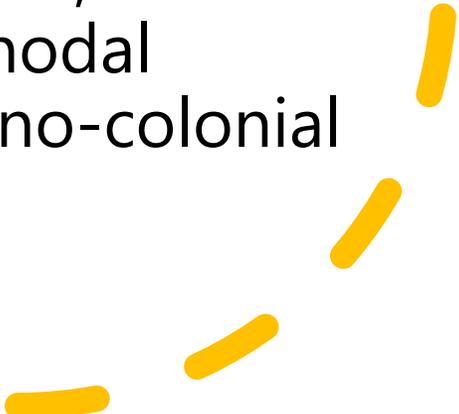
# Slicing the cultural tourism cake

Bob McKercher – two segmentation models

1) Cultural motives and depth of experiences  
= purposeful, sightseeing, casual, incidental  
or serendipitous.

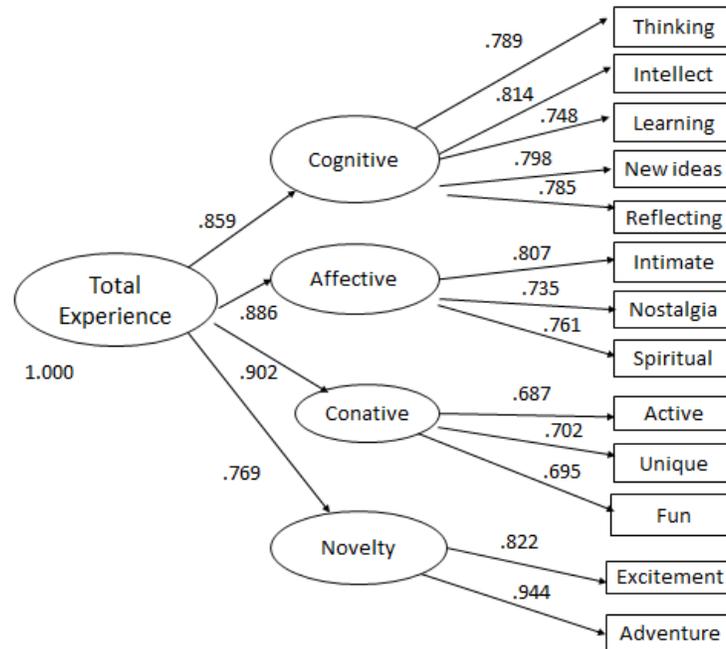
2) Activities-based segmentation

= cultural generalists, icon culturalist, Chinese  
heritage culturalist, Tsim Sha Tsui nodal  
culturalist, colonial culturalist or Sino-colonial  
culturalist.



# The destination journey

Experience and satisfaction are affected by the whole cultural journey



# New definition

UNWTO (2018)

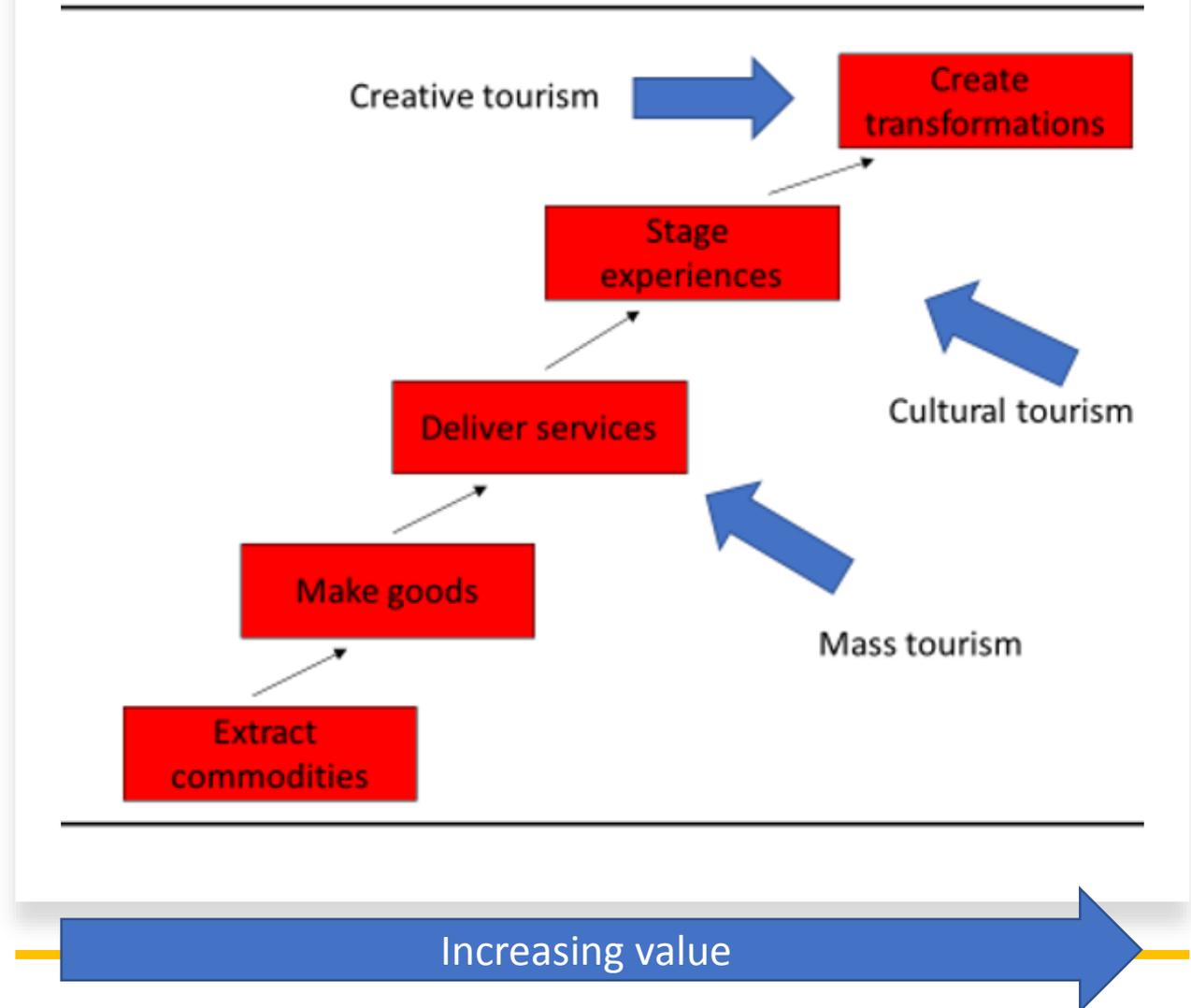
“Cultural tourism is a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.”



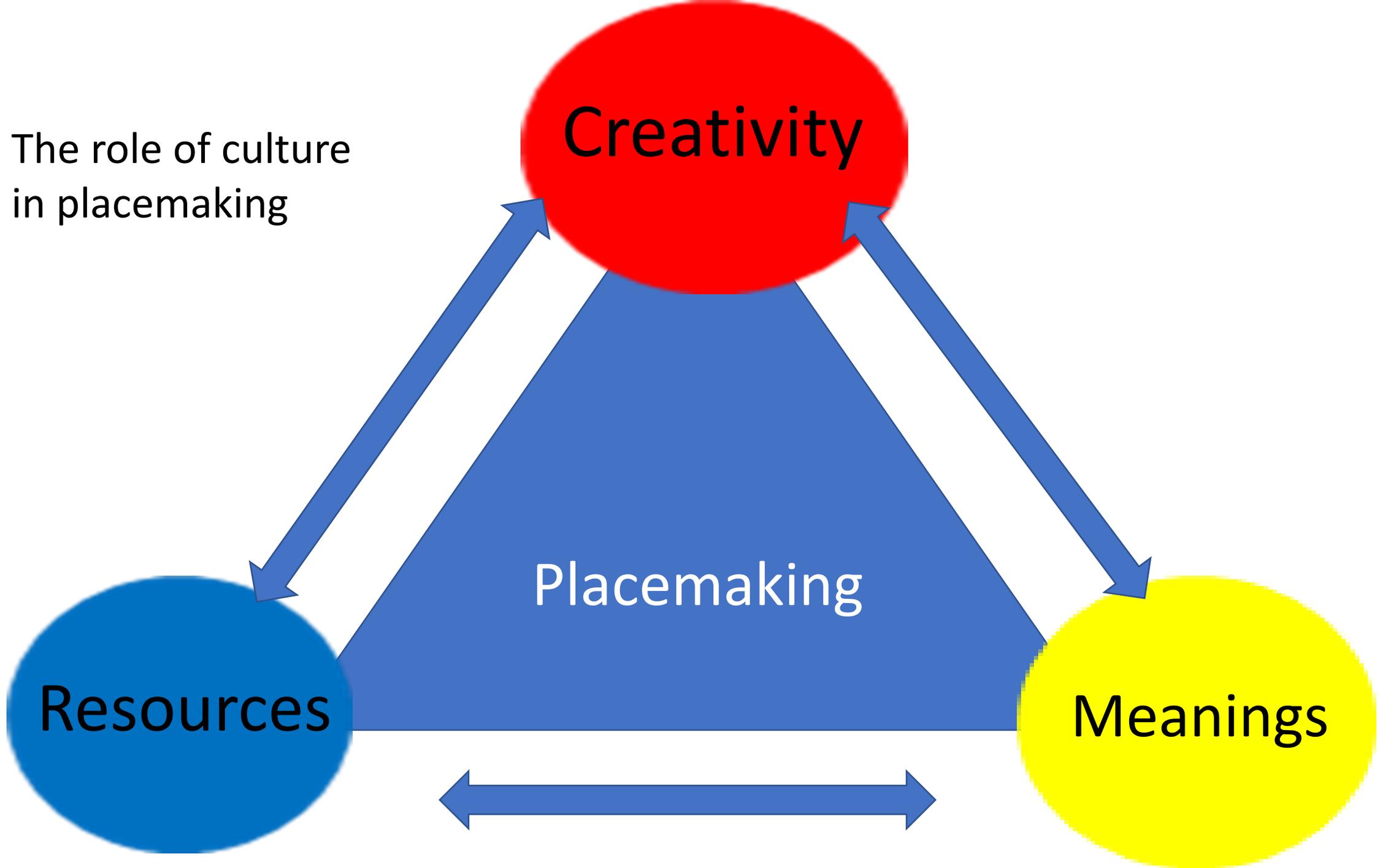


# Welcome to the experience economy

## The development of the experience economy



The role of culture  
in placemaking



# Resources

## WORLD HERITAGE SITES IN THE CARIBBEAN

**KEY: Country Code of ratification**

CULTURAL AND NATURAL HERITAGE IN THE WORLD				
REGION	CULTURAL	NATURAL	MIXED	TOTAL %
Africa	40	36	4	80 9%
Asia	63	4	2	79 8%
Australia and the Pacific	10	5	1	16 21%
Europe and North America	285	60	18	463 48%
Latin America and the Caribbean	90	36	3	129 13%
<b>Total</b>	<b>700</b>	<b>181</b>	<b>28</b>	<b>909 100%</b>

1. 1982 **HAITI** National History Park – Citadel, Sans Souci, Ramiers
2. 1982 **CUBA** Old Havana and its Fortifications
3. 1983 **PUERTO RICO (US)** La Fortaleza and San Juan National Historic Site
4. 1988 **CUBA** Trinidad and the Valley de los Ingenios
5. 1990 **DOMINICAN REPUBLIC** Colonial City of Santo Domingo
6. 1996 **BELEZE** Belize Barrier Reef Reserve System
7. 1997 **CUBA** (EC) Willemstad Historic Area, City Centre and Port
8. 1997 **DOMINICA** Marlon Xenu Poles National Park
9. 1997 **CUBA** San Pedro de la Rosa Castle, Santiago de Cuba
10. 1999 **CUBA** Kukulcan Tuluy
11. 1999 **CUBA** Desembarco del Geminio National Park
12. 1999 **ST. KITTS AND NEVIS** St. Kitts Nevis National Park
13. 2000 **CUBA** Archaeological Landscape of the First Coffee Plantations in the South-East of Cuba
14. 2000 **BERMUDA (UK)** Historic Village of St. George and related fortresses
15. 2000 **SURINAM** Natural Reserve of Central Suriname
16. 2001 **CUBA** Alcazar de los Humboldt National Park
17. 2002 **SURINAM** Historic City of Paramaribo
18. 2004 **ST. LUCIA** Pitons Management Area
19. 2005 **CUBA** Historic Centre of Guelaguayes
20. 2006 **CUBA** Historic Centre of Camagüey
21. 2011 **BARBADOS** Historic Bridgetown and its Garrison

## Distinctiveness through gastronomy

- **Gastronomy is about much more than food.** It reflects the culture, heritage, traditions and sense of community of different peoples. It is a way of promoting understanding among different cultures, and of bringing people and traditions closer together. Gastronomy tourism is also emerging as an important protector of cultural heritage, and the sector helps create opportunities, including jobs, most notably in rural destinations.

## Resources

Gastronomy key to supporting hard-hit tourism industry



#COVID19 HUB

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Resources



CARIBBEAN LAST UPDATED JANUARY 13, 2016



# 18 of the Most Incredible Caribbean Islands for Food Lovers



BY K.C. DERMODY  18.3K+



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Each of the Caribbean islands has a series of elements that set them apart, and with fresh ingredients, amazing spices, and far-flung influences, they tend to serve up some of the most tantalizing cuisine on the planet. These Caribbean isles tend to offer the best of the best for foodies who want to enjoy fantastic meals among breathtaking tropical scenery.

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Resources





Museo Camera is a private museum in New Delhi showcasing 1,500 cameras. Photo: Airbnb India

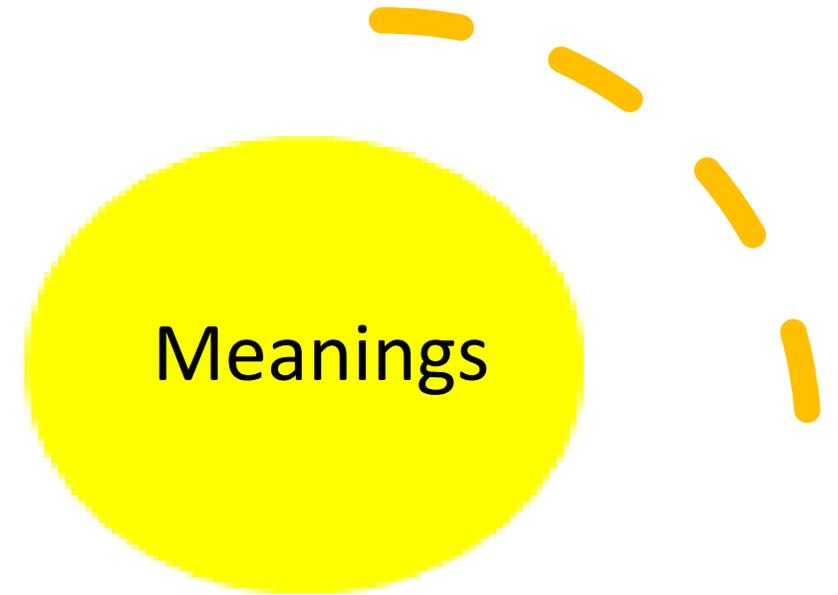
## Curated experiences are the next big travel trend

4 min read · Updated: 31 Mar 2018, 04:07 AM IST

[Prachi Joshi](#)



## Curated Experiences Reign in the Hospitality I



# curated culture

# Curating cultural experiences

Meanings

 culture trip

Culture Trip Original Series

Bite-size travel shows to binge watch



Hungerlust

Some of the world's most vibrant cities are brought to life through local chefs and unique food



Beyond Hollywood

Travel to Pakistan, Scandinavia, Ghana and Hong Kong through the cultural meaning of film

 culture trip

€ ▾ Destinations Experiences

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Meanings

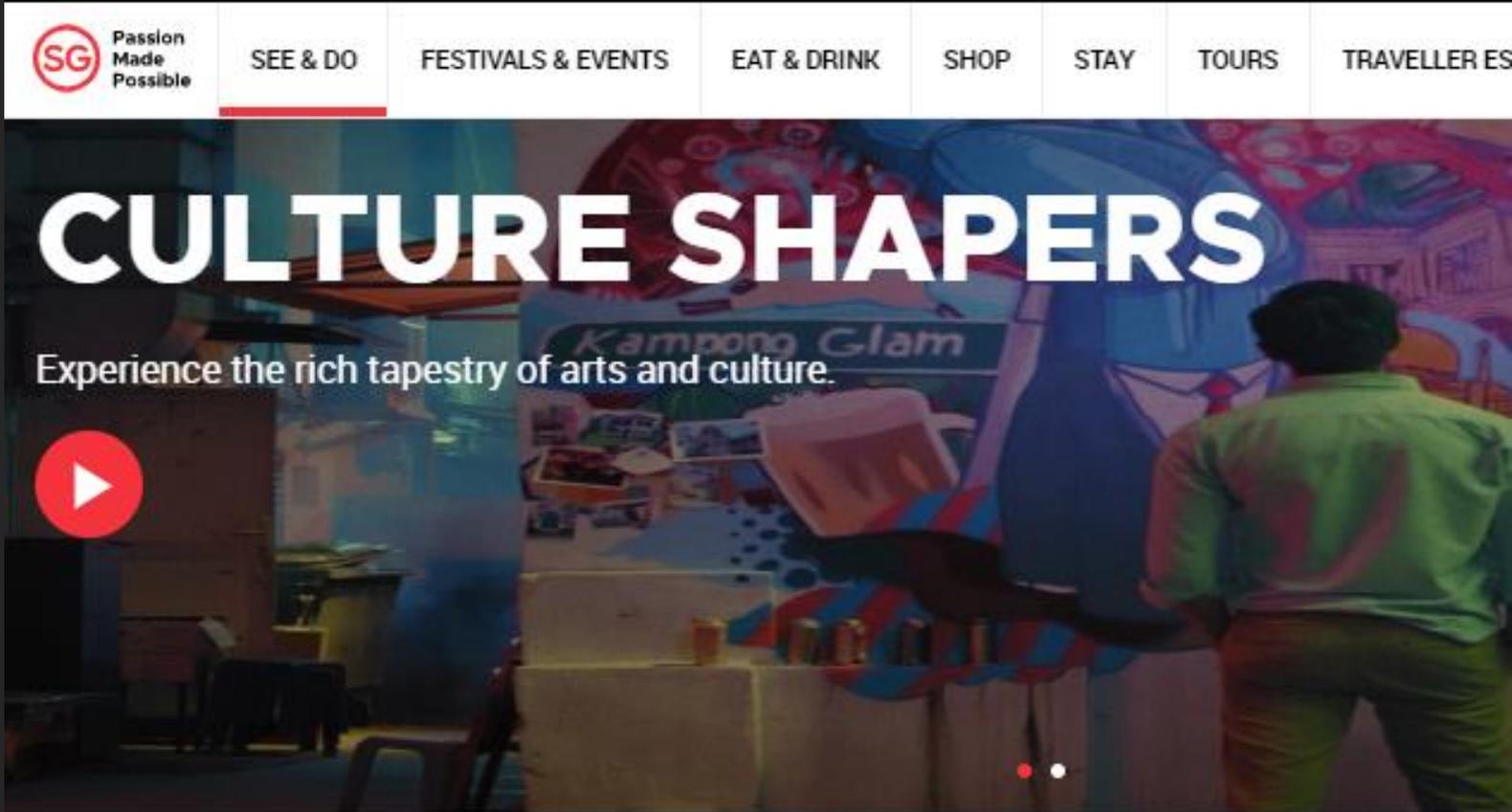
# A Beginner's Guide to Island Hopping in the Caribbean





Creativity

A focus on  
the makers



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## Where **Culture Shapers** meet

Catch award-winning per  
venues. Check out local a  
at galleries and museum  
Singapore's multi-racial h  
song and dance by the C  
communities. For an exp  
workshops conducted by  
artisans and crafters—ar



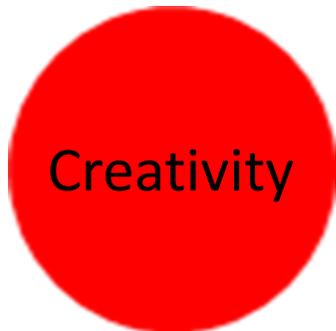
Creativity

## Creating routes to link cultures

- A focus on linking cultural and heritage resources involves locals and tourists
  - The route builds a story that links people and communities
  - New tourism products
  - Scale benefits of networking
- 

# Cultural routes and island hopping?

## The archipelago/ network model



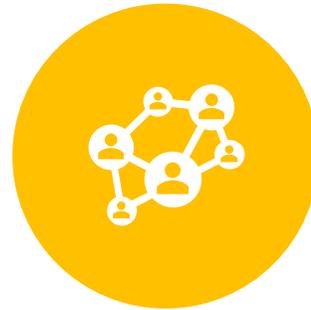
# Opportunities



USING CULTURE AS A  
FOCUS FOR SUSTAINABLE  
DEVELOPMENT



CONTENT



CONNECTIONS



PERCEIVED SAFETY

# Challenges



LINKING DIFFERENT ISLANDS



BUILDING A CULTURE OF  
NETWORKING



PROVIDING AN  
INSTITUTIONAL FRAMEWORK

Thank you!

Research resources

<http://independent.academia.edu/gregrichards>

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